



Administrator's Highlights 2015

BID Infrastructure

Whale Trail signage funded and placed across 6 unincorporated regions
Coordinate 33 activities for Coastal Discovery and Stewardship Promotion, including Pelican Dreams movie at Hearst Castle Theater
Develop Tourism Infrastructure/Beautification Program with County
Crisis communication approach to prepare for El Nino
Developed 2015 2016 Marketing Plan
Prepared 2014 Year End Report
Evolved Matching Fund Policy and developed Event Focus Fund Policy

Collaborations

Hearst Castle: Develop partnership with new director, Mary Levkoff; coordinate Coastal Discovery/Stewardship movie and Q&A with film maker
VSLOC: Attend monthly Marketing Committee meetings; meet quarterly to evolve collaboration; coordinated SAVOR effort including Getaway Giveaway promotion gaining 9,000 new subscribers
Additional collaborations: Visitor Centers (SLO, Cayucos, Cambria), Marina Protected Area, Monterey Bay National Marine Sanctuary/NOAA, State Parks, County Parks, BLM, Paso Wine, SLO Wine, Pacific Coast Wine Trail, Central Coast Aquarium, Arts Obispo, and several event non-profits

Local Areas/Constituent Outreach

Conducted quarterly All Agency meeting with local fund marketing partners
Served as the interim Cambria administrator as replacement admin was found
Coordinated the creation of 7 local discovery loops with points of interest map
Garnered support for Cow Parade across 10 unincorporated regions
Local applications: 316 processed to date totaling over \$3.5 million
Matching fund applications: 9 processed to date Event Focus funds: 2 processed to date
Provide materials monthly for local fund board packets (stat summary, new programs, financials)
Support role with local admin: Avila, Cayucos, Cambria, LO/Baywood, Oceano/Nip, EV/AGV, San Simeon
Attended board meetings in 7 region, plus Cambria Marketing Committee meetings monthly

Web Development/Advertising/PR

Launched Highway 1 Discovery Route rebrand (evolved from WineCoastCountry)
Coordinate and launch Fall, Spring and Savor campaigns
Evolve STP messaging to include water conservation, wildlife guide, history/heritage and agri-tourism
Successful website migration including enhanced lodging profiles
Produce additional On the Road with Jo video series

General Activities

Manage 4 local admins servicing 33 local fund board members and 500 constituents

Provide support to 7 Advisory Board members

Prepare monthly Advisory Board meetings

Marketing, Event and Collaboration Committee prep, support and follow up

Create Stat Summary report, Admin Report, 3 committee reports

Meet ongoing with County Liaison

Ongoing: Board minutes and agenda; reports including Admin, Local Board, Partnership, & Sub

Committee; Board packets; maintain Constituent master list; maintain and monitor Expense and Local budgets; review and process all invoices; Postings on member's site; Monthly consumer newsletter

content review and approval; manage email inquires